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CLAIMS:

1.   A method of enabling to render mass-market content information to a user, the
method comprising enabling to use a profile of the user for control of processing the content
information for the purpose of personalizing the rendering during play-out of the content
information.

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2.   The method of claim 1 wherein the profile comprises a dynamic part with
biometric information about the user.

3.   The method of claim 2, comprising acquiring the biometric information via a
10   sensor coupled to the user.

4.   The method of claim 1, wherein the profile comprises information about a
current activity of the user.

15   5.   The method of claim 1, wherein the profile comprises a static part based on at
least one of: a history of the user, a declared interest, a declared preference.

6.   The method of claim 1, comprising:
-          providing metadata indicative of a mood affecting aspect of the content; and
20   -   enabling to match the metadata against the profile for the control of the
processing.

7.   The method of claim 1, wherein the processing comprises storing the content
for personalized rendering later on.

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8.   A consumer electronics system for rendering mass-market content information
to a user, the system comprising:
-          a memory for storing a user profile; and

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- a controller coupled to the memory for controlling a processing of the content for the purpose of personalizing the rendering during play-out of the content, under control of the profile.

5   9.   The system of claim 8, further comprising:

- a sensor for sensing a current biometric attribute of a user;

- an interpreter coupled to the sensor and the memory for interpreting an output signal from the sensor within the context of the profile.

10   10.   The system of claim 8, configured to receive metadata indicative of a semantic or mood affecting aspect of the content, and wherein the controller is operative to match the metadata against the profile for the control of the processing.

11.   Control software for being used to control a consumer electronics apparatus

15   for rendering mass-market content information to a user, the software being configured to use a profile of the user for control of processing the content information for the purpose of personalizing the rendering during play-out of the content.

12.   Mass-market content information accompanied by metadata descriptive of a

20   mood affecting attribute of the content information for enabling to personalizing a rendering during play-out of the content information under control of a profile of the user.